

### Abstract

Effectively reducing a noise on the face region to improve the picture quality of the entire image

A digital camera according to the invention includes: an digital signal processor for performing image processing including contour correction on a shot image; a face identifying section for analyzing an image after contour correction to generate face region information to identify the face region; a noise reducing section for performing noise reduction on the face region of the image after contour correction based on the face region information; a controller 106 for determining the photographing mode of the shot image and operating the face identifying section and the noise reducing section depending on the photographing mode.